

Elevator Pitch Format

Step 1 – Tell us your name

*Good morning, my name is
Tim Tyrell-Smith*

Step 2 – Tell us your positioning statement (4-6 words that uniquely define you in the market)

*I am a "classically trained marketing
executive and brand builder"*

Step 3 – Tell us your brief career summary (last position, industry, a key accomplishment or two)

*My expertise is consumer goods -
primarily food - with additional
experience in computer and
automotive accessories. My last
position was Director of Marketing
with Meguiar's Car Wax where I
helped the company achieve its first
ever #1 market share position.*

Step 4 – Tell us your work philosophy (how you work, what reinforces your true value)

I believe in a fix, build and drive strategy. This includes removing any "growth stoppers" before investing in new products or marketing.

Step 5 – Tell us your specific job search objectives (target title, function, industry, geography, companies)

I am looking for a VP Marketing role in a small to mid-size consumer goods company located in Southern California. My target companies include Black & Decker, Hansen's, Langer's Juice and Pepsi Bottling.

Step 6 – Tell us how you can help others (i.e. us)!

I would love to meet with others interested in consumer goods or marketing careers. Glad to help anyone with my connections!

And that's it! About 45 seconds. You can add or delete words to get down to 30 or up to 60 depending on the guidelines provided by your networking group.